



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

Ivan has created advertisements for his online printing business. His ads have been running for two months, and he'd like to get a sense of where his ads are geographically being shown. How can Ivan see the geographical information where his Google AdWords are being shown?

- A. Ivan must create an IP Address report, and then resolve the IP addresses to locations.
- B. Ivan must create a Geographic Performance Report in his account.
- C. Unless Ivan creates a location targeting ad, he won't see this information.
- D. Ivan must create an IP Address Report; Google will resolve the IP Address to locations.

Correct Answer: B

QUESTION 2

John has started a new business that sells bumper stickers online. His primary advertising focus is branding his business name, and getting as much exposure as possible on the Internet. John has hired you to help him manage his Google advertising. Based on what you know so far, what approach would you recommend to John?

- A. SEM based on web content
- B. PPC models
- C. SEO for good web content
- D. CPM models

Correct Answer: D

QUESTION 3

You have created four ads for your business. When you create multiple Google AdWords ads, how does Google determine which of the four ads to show, when a keyword triggers the ad?

- A. The ads are shown in the order in which they were created.
- B. The ads are shown in alphabetical order.
- C. The ads are shown based on performance.
- D. The ads are shown in rotation.

Correct Answer: C

QUESTION 4



The Keyword tool helps to identify relevant keywords in order to add to a prescribed ad group.

Where should the Keyword tool be accessed from?

- A. The Keywords tab after clicking on the Add Keywords button
- B. The Settings tab after clicking on the Add Keywords button
- C. The Advanced tab
- D. The Keywords tab

Correct Answer: A

QUESTION 5

All of the following formats Google AdWords Editor allows to export except for which one?

- A. AEA
- B. CSV
- C. TXT
- D. HTML

Correct Answer: C

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